

FOOTNOTES :

When Feeding a City Feeds Everything Else: The virtuous cycle of Pricepally

Ari Ljunggren and Joshua Tolsdorf, Master in International Management students at FGV EAESP, Brazil, explore how the social enterprise Pricepally scaled from an idea to a 212-employee venture to enable the needy to access food at cheaper and ethical prices.

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- ^[2] R. N. Mgbenka and E. N. Mbah, “A Review of Smallholder Farming in Nigeria: Need for Transformation,” *International Journal of Agricultural Extension and Rural Development Studies* 3, no. 2 (2016): 43–54.
- ^[3] R. N. Mgbenka and E. N. Mbah, “A Review of Smallholder Farming in Nigeria: Need for Transformation,” *International Journal of Agricultural Extension and Rural Development Studies* 3, no. 2 (2016): 43–54.
- ^[4] Luther Lawoyin, personal communication, March 15, 2026.
- ^[5] Naira Depreciated by 40.9% per Dollar in 2024 — Report," *The Guardian* (Nigeria), January 25, 2025, <https://guardian.ng/business-services/money/naira-depreciated-by-40-9-per-dollar-in-2024-report/>
- ^[6] National Bureau of Statistics, "Highlights of Consumer Price Index (CPI) Rebasing February 2025," Nigeria National Data Archive, accessed from: microdata.nigerianstat.gov.ng/index.php/catalog/154.
- ^[7] Luther Lawoyin, personal communication, March 15, 2026.
- ^[8] Luther Lawoyin, personal communication, March 15, 2026.
- ^[9] Luther Lawoyin, personal communication, March 15, 2026.
- ^[10] Luther Lawoyin, personal communication, March 15, 2026.
- ^[11] Luther Lawoyin, personal communication, March 15, 2026.
- ^[12] Six Nigerian Entrepreneurs Clinch WFP Zero Hunger Sprint Competition," *Independent Nigeria*, July 30, 2021, <https://independent.ng/six-nigerian-entrepreneurs-clinch-wfp-zero-hunger-sprint-competition/>.
- ^[13] UNDP, EU Announces 17 Finalists for Nigeria Growth Stage Impact Ventures (GSIV) Programme," United Nations Development Programme, accessed from: www.undp.org/nigeria/news/undp-eu-announces-17-finalists-nigeria-growth-stage-impact-ventures-gsiv-programme.